

## AMENDMENTS TO THE CLAIMS

By this paper, claims 1 and 34 have been amended and new claims 43-47 have been added. Accordingly, following this paper, claims 1, 4-5, 7-8, 14-15, 19 and 33-47 remain pending, as reflected below.

sub O 1. (Currently Amended) In an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the acts of:

compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with the television programming viewed by the user, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer;

selecting, at the client system, based at least in part on the profile stored at the client system, an advertisement from an advertisement repository for insertion into the information document, the advertisement repository being stored at the client system;

inserting data representing the selected advertisement into the information document, the inserted data replacing a preexisting advertisement that was included within the information document requested from the server; and

displaying the information document, including the selected advertisement, on the display device.

Claims 2-3 (Cancelled)

4. (Previously Amended) A method as defined in claim 1, wherein the act of inserting data representing the selected advertisement is conducted at the client system.

5. (Previously Amended) A method as defined in claim 4, further comprising, before the act of selecting an advertisement, an act of receiving a plurality of advertisements at the client system.

6. (Cancelled)

7. (Original) A method as defined in claim 1, wherein the information document is an HTML document.

8. (Previously Amended) A method as defined in claim 1, wherein the act of compiling the profile includes an act of including in the profile user information further characterizing the user, in addition to the television programming viewed by the user.

Claims 9-13. (Cancelled)

14. (Previously Amended) A method as defined in claim 1, wherein the information document includes news.

15. (Previously Amended) A method as defined in claim 1, wherein the information document includes reference information relating to the content of the television programming.

Claims 16-18. (Cancelled)

19. (Previously Amended) A method as defined in claim 1, wherein the act of requesting an information document is conducted without direct user assistance.

Claims 20-32. (Cancelled)

33. (Previously Added) A method as recited in claim 1, wherein the act of compiling a profile includes an act of identifying closed captioning received from the television programming.

34. (Currently Amended) A computer program product for use in an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, the computer program product comprising:

one or more computer-readable media having computer-executable instructions for implementing a method for inserting an advertisement into a document displayed on the display device, the method including acts of:

compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with the television programming viewed by the user, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer;

selecting, at the client system, based at least in part on the profile stored at the client system, an advertisement from an advertisement repository for insertion into the information document, the advertisement repository being stored at the client system;

inserting data representing the selected advertisement into the information document, the inserted data replacing a preexisting advertisement that was included within the information document requested from the server; and

displaying the information document, including the selected advertisement, on the display device.

35. (Previously Added) A computer program product as defined in claim 34, wherein the act of inserting data representing the selected advertisement is conducted at the client system.

36. (Previously Added) A computer program product as defined in claim 34, further comprising, before the act of selecting an advertisement, an act of receiving a plurality of advertisements at the client system.

37. (Previously Added) A computer program product as defined in claim 34, wherein the information document is an HTML document.

38. (Previously Added) A computer program product as defined in claim 34, wherein the act of compiling the profile includes an act of including in the profile user information further characterizing the user, in addition to the television programming viewed by the user.

39. (Previously Added) A computer program product as defined in claim 34, wherein the information document includes news.

40. (Previously Added) A computer program product as defined in claim 34, wherein the information document includes reference information relating to the content of the television programming.

41. (Previously Added) A computer program product as defined in claim 34, wherein the act of requesting an information document is conducted without direct user assistance.

42. (Previously Added) A computer program product as recited in claim 34, wherein the act of compiling a profile includes an act of identifying closed captioning received from the television programming.

43. (NEW) In an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the acts of:

compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with the television programming viewed by the user, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer;

prior to requesting the information document, and based at least in part on the profile stored at the client system, selecting, at the client system, an advertisement from an advertisement repository stored at the client system for insertion into the information document;

inserting data representing the selected advertisement into the information document; and

displaying the information document, including the selected advertisement, on the display device.

44. (NEW) In an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the acts of:

compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with the television programming viewed by the user, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer;

selecting, at the client system, based on a most recently viewed television program, an advertisement from an advertisement repository for insertion into the information document, the advertisement repository being stored at the client system;

inserting data representing the selected advertisement into the information document; and

displaying the information document, including the selected advertisement, on the display device.

45. (NEW) A method as recited in claim 44, wherein the most recently viewed television program is solely used to selecting the advertisement.

46. (NEW) A method as recited in claim 44, wherein the selected advertisement replaces a preexisting advertisement included with the information document.

47. (NEW) A method as recited in claim 44, wherein the selected advertisement is selected prior to requesting the information document.